



August 29, 2014

To: Executive Board

Subject: **July Performance Indicators Report**

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### **Recommendation**

Receive and file the July 2014 Performance Indicators Report.

### **Summary**

This performance indicators report provides an analysis of Foothill Transit's nine key indicators for July 2014. Data is collected from a variety of sources such as the fareboxes on buses, the SMARTBus CAD/AVL system, data reported by contractors, and financial performance data.

In July 2014, Foothill Transit met five of nine key performance indicators. The indicators met for the month are: preventable accidents; miles between service interruptions; average hold time; boardings per vehicle service hour; average weekday boardings; farebox recovery ratio; and average cost per vehicle service hour.

System performance is summarized below. Further detail on each performance measure follows in the analysis section of this item.

- **Boardings** – Overall boardings recorded by the farebox for July 2014 was 1.2 million – a five percent increase over July 2013.
- **Fare Revenue** – Total fare revenue for July 2014 was \$1.5 million, a seven percent increase over last year. The average fare was \$1.25 per boarding.
- **Operating Expenses** – Total operating expenses for July 2014 were \$5.7 million, resulting in an average cost per service hour of \$88.28. This is 13 percent higher than last year.
- **Accidents** – There were five preventable accidents recorded in July 2014 for an average of 0.38 preventable accidents per 100,000 miles. This is a 44 percent improvement over the accident rate recorded in July 2013.
- **Customer Complaints** – Foothill Transit received 15.51 complaints per 100,000 boardings in July.
- **Schedule Adherence** – In July 2014, 83.9 percent of all trips recorded arrived on time. This is a nine percent improvement from July 2013.



## **Analysis**

In order to accomplish its mission, Foothill Transit focuses on the following goals:

- 1) Operate a safe transit system.
- 2) Provide outstanding customer service.
- 3) Operate an effective transit system.
- 4) Operate an efficient transit system.

Attachments A - L show the performance indicators used to determine Foothill Transit's progress toward achieving these goals for fiscal year 2014 - 2015.

## **Overall System Performance**

Foothill Transit's overall system performance is based on several key indicators. These include total monthly ridership, vehicle service hours, fare revenues, and total operating expenses incurred throughout the quarter.

Attachment A summarizes system goals and performance indicators. Attachment L provides additional operations-related performance measures.

### Total Boardings and Total Revenues

In July 2014, Foothill Transit buses had 1.2 million boardings. Boardings have increased five percent over the previous fiscal year. Ridership on Lines 195 and 289 both increased over 50 percent compared to July 2013. Line 699 also experienced a ridership increase of over 10 percent. This demonstrates the continued customer demand for the service increases that were implemented in November 2013 and June 2014.

The total recorded fare revenue in July 2014 was \$1.5 million. This is a seven percent increase over last year's performance. The increase is due to ridership growth and Measure R fare subsidies for the Class Pass program.

Total operating expenditures in July 2014 were \$5.7 million. Operating expenses are thirteen percent higher than last July, primarily as a result of an eight percent increase in service hours. Please note that the reported July 2014 operating expenditures are based on accruals expenses and may be adjusted as the fiscal year progresses.

Attachment B shows total boardings and revenue for the past 12 months.



**Goal 1: Operate a Safe Transit System**

Foothill Transit's primary goal is to operate a safe transit system. The agency measures system safety with the number of preventable accidents incurred for every 100,000 miles of vehicle operation.

Preventable Accidents per 100,000 Miles

Foothill Transit has adopted a standard of 0.60 preventable accidents per 100,000 miles for this fiscal year. In July 2014 there were a total of five preventable accidents, for an average of 0.38 preventable accidents per 100,000 miles. This is a 44 percent improvement over last year.

Attachment C provides a summary of preventable accidents per 100,000 miles.

**Goal 2: Provide Outstanding Customer Service**

Foothill Transit measures this goal by monitoring the following categories: schedule adherence, average miles between service interruptions, complaints per 100,000 boardings, and average hold time.

Schedule Adherence

Foothill Transit has adopted a goal of 85 percent schedule adherence for this fiscal year. In July 2014, the agency achieved an average of 83.9 percent on-time performance on all lines. This is short of the performance target but represents a nine percent improvement over last July.

Foothill Transit continues to use the SMART*Bus* system to measure on-time performance. Quality Assurance staff have been closely monitoring the SMART*Bus* system and working with the operations contractors to ensure that bus service runs on schedule. In June 2014, staff and contractors implemented new bus schedules that better match current traffic patterns, which contributed to the improvement in schedule adherence. Staff continues to analyze bus running times and have identified further schedule improvements that will be implemented in the fall of 2014.

Attachment D charts schedule adherence over the last 12 months.

Average Miles Between Service Interruptions

In July 2014, Foothill Transit averaged 25,587 miles between mechanical service interruptions. This meets the performance target of 15,000 miles and is two times the average number of miles between mechanical service interruptions in July 2013 (12,161 miles). This indicator reflects customer delays from mechanical service interruptions and measures the overall performance of First Transit's maintenance departments.

Attachment E compares the average miles between service interruptions with our performance standard.



Complaints per 100,000 Boardings

In July 2014, Foothill Transit received 15.51 complaints per 100,000 boardings. While this is higher than the performance target of 15.00 complaints per 100,000 boardings, it is a small improvement over the number of complaints received in July 2013.

Of the 188 complaints received in July 2014, 54 percent were related to schedule adherence and 27 percent were related to courtesy. Line 480 received the most complaints (22). Foothill Transit's management team and service contractors continue to analyze and resolve these problems. Compared to last July, schedule adherence complaints decreased by ten percent and pass-up complaints declined by 40 percent. Overall, the schedule change implemented in June 2014 significantly increased schedule adherence, and further progress is anticipated after the fall service change.

Attachment F provides a summary of complaints per 100,000 boardings.

Average Hold Time

Phone systems at our five Transit Stores and our administrative offices provide data on call volumes and times so that facilities can be staffed accordingly. The recorded average hold time of 20 seconds in July 2014 is well below the performance target of 45 seconds. In July, 93.3 percent of all calls to the Transit Stores were answered. Foothill Transit's management team continues to work closely with the Veolia team to improve customer service.

Attachment G provides a summary of average hold time.

**Goal 3: Operate an Effective Transit System**

Foothill Transit measures service effectiveness by monitoring boardings per vehicle service hour and average weekday boardings.

Boardings per Vehicle Service Hour

Foothill Transit buses averaged 18.9 boardings per vehicle service hour in July 2014. This is three percent short of the performance target of 19.5. This is also a three percent decrease from the July 2013 figure of 19.4. The operation of eight percent more service hours this month as compared to July 2013 affects this indicator.

Attachment H shows the trend of this performance indicator.

Average Weekday Boardings

The FY 2014-2015 performance target for average weekday boardings is 48,900. In July 2014, the agency averaged 47,507 boardings per weekday. This is three percent short of the performance target but is a six percent increase over last July. Ridership is anticipated to increase after the academic year begins again for several area schools in late August.





Attachment I, Average Weekday Boardings, shows the history of this indicator.

**Goal 4: Operate an Efficient Transit System**

Foothill Transit measures its overall efficient use of available resources by monitoring the average cost per vehicle service hour and farebox recovery ratio.

Farebox Recovery Ratio

The farebox recovery ratio is calculated by dividing total fare revenues by total operating expenses. The July 2014 farebox recovery ratio was 26.61 percent. This is a five percent decrease compared to the same month last year, but exceeds the performance target of 24.65 percent.

Attachment J, Farebox Recovery Ratio, shows the trend for this indicator.

Average Cost per Vehicle Service Hour

The agency's average cost per vehicle service hour this quarter was \$88.28, which meets the fiscal year target of \$101.48. This is four percent higher than last year's average cost per service hour of \$84.97.

Attachment K, Average Cost per Vehicle Service Hour, charts this indicator.

Sincerely,

Sarah Tseng  
Service Quality Coordinator

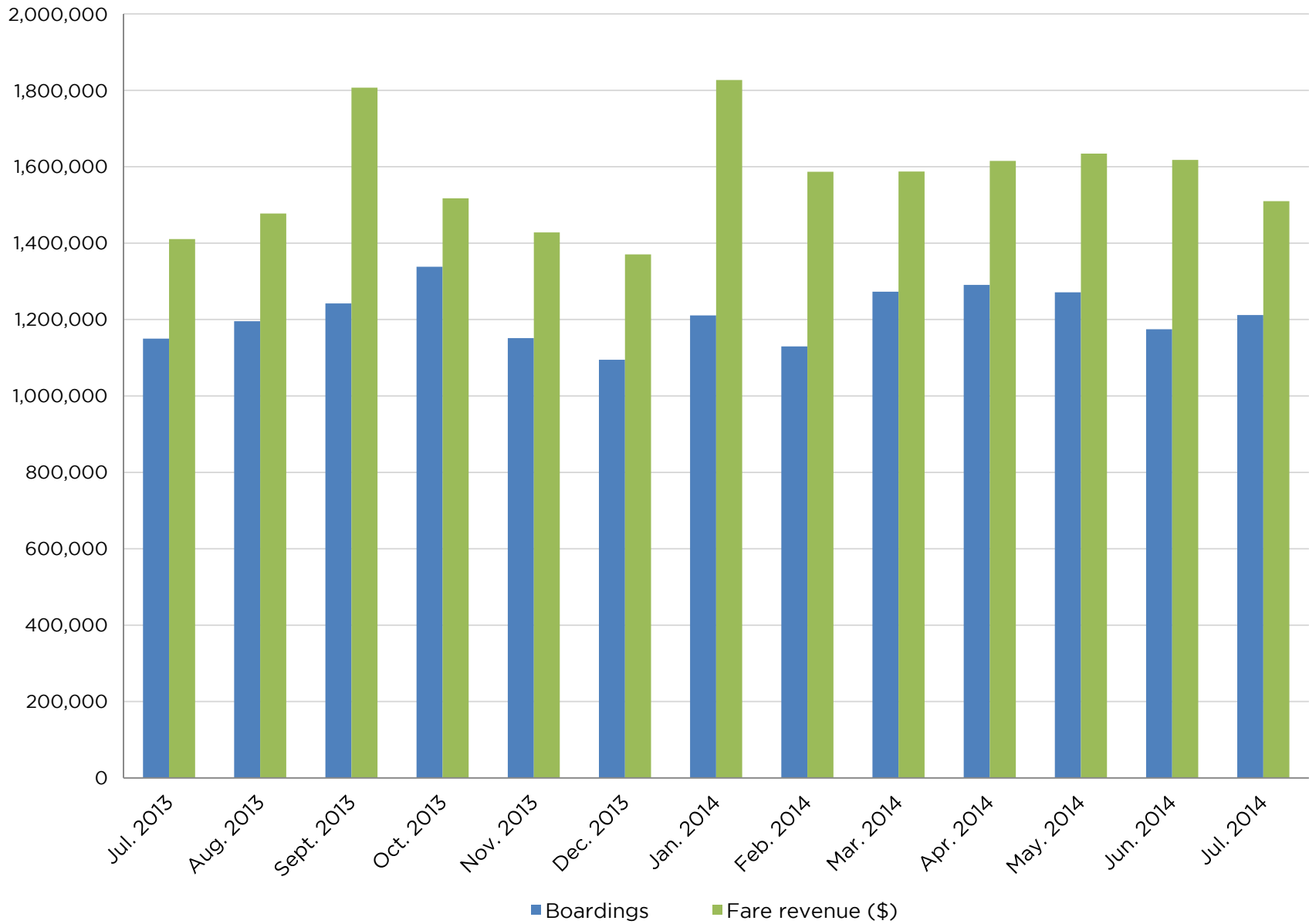
Doran J. Barnes  
Executive Director

# Attachment A: Foothill Transit Key Performance Indicators July 2014

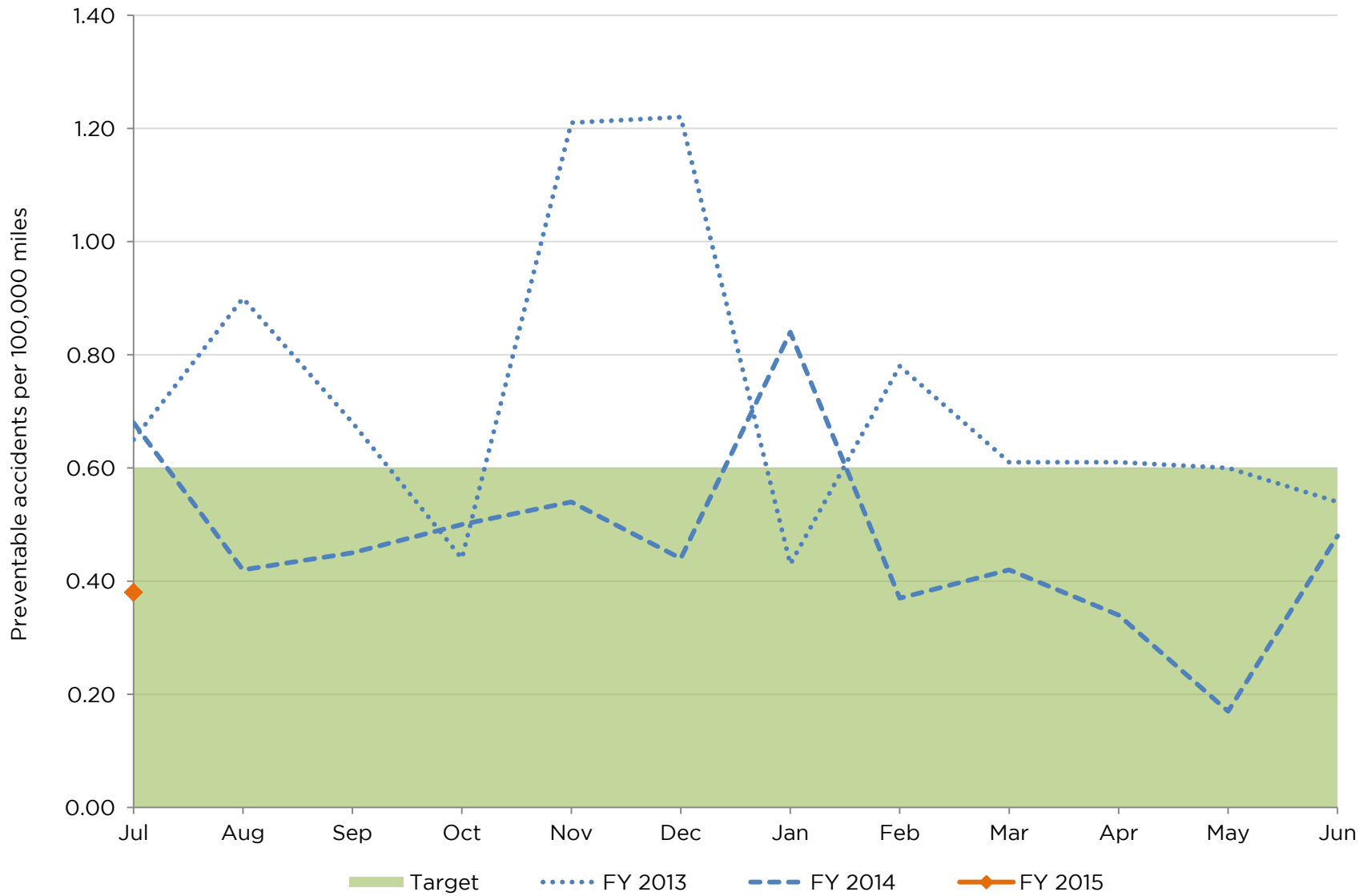
Goal	Performance indicator	Attachment	July 2014	Met target?	Same month last year	% improvement over same month last year	FY 2015 YTD	Met target?	FY 2014 YTD	% YTD improvement	Performance target
Overall system performance	Total boardings	B	1,211,759	-	1,150,164	5%	1,211,759	-	1,150,164	5%	
	Vehicle service hours		64,273	-	59,308	8%	64,273	-	59,308	8%	
	Total fare revenue	B	\$1,510,000	-	\$1,410,587	7%	\$1,510,000	-	\$1,410,587	7%	
	Total operating expense		\$5,674,276	-	\$5,039,104	(13%)	\$5,674,276	-	\$5,039,104	(13%)	
Safety	Preventable accidents per 100,000 miles	C	0.38	Yes	0.68	44%	0.38	Yes	0.68	44%	≤ 0.60
Customer service	Schedule adherence	D	83.9%	No	77.2%	9%	83.9%	No	77.2%	9%	≥ 85%
	Miles between service interruptions	E	25,587	Yes	12,161	110%	25,587	Yes	12,161	110%	≥ 15,000
	Complaints per 100,000 boardings	F	15.51	No	16.35	5%	15.51	No	16.35	5%	≤ 15.00
	Average hold time (seconds)	G	20	Yes	44	55%	20	Yes	44	55%	≤ 45
Effectiveness	Boardings per vehicle service hour	H	18.9	No	19.4	(3%)	18.9	No	19.4	(3%)	≥ 19.5
	Average weekday boardings	I	47,507	No	44,837	6%	47,507	No	44,837	6%	≥ 48,900
Efficiency	Farebox recovery ratio	J	26.61%	Yes	27.99%	(5%)	26.61%	Yes	27.99%	(5%)	≥ 24.65%
	Average cost per vehicle service hour	K	\$88.28	Yes	\$84.97	(4%)	\$88.28	Yes	\$84.97	(4%)	≤ \$101.48

Red = did not meet target

Attachment B: Total Boardings vs. Fare Revenue  
July 2013 through July 2014  
Foothill Transit

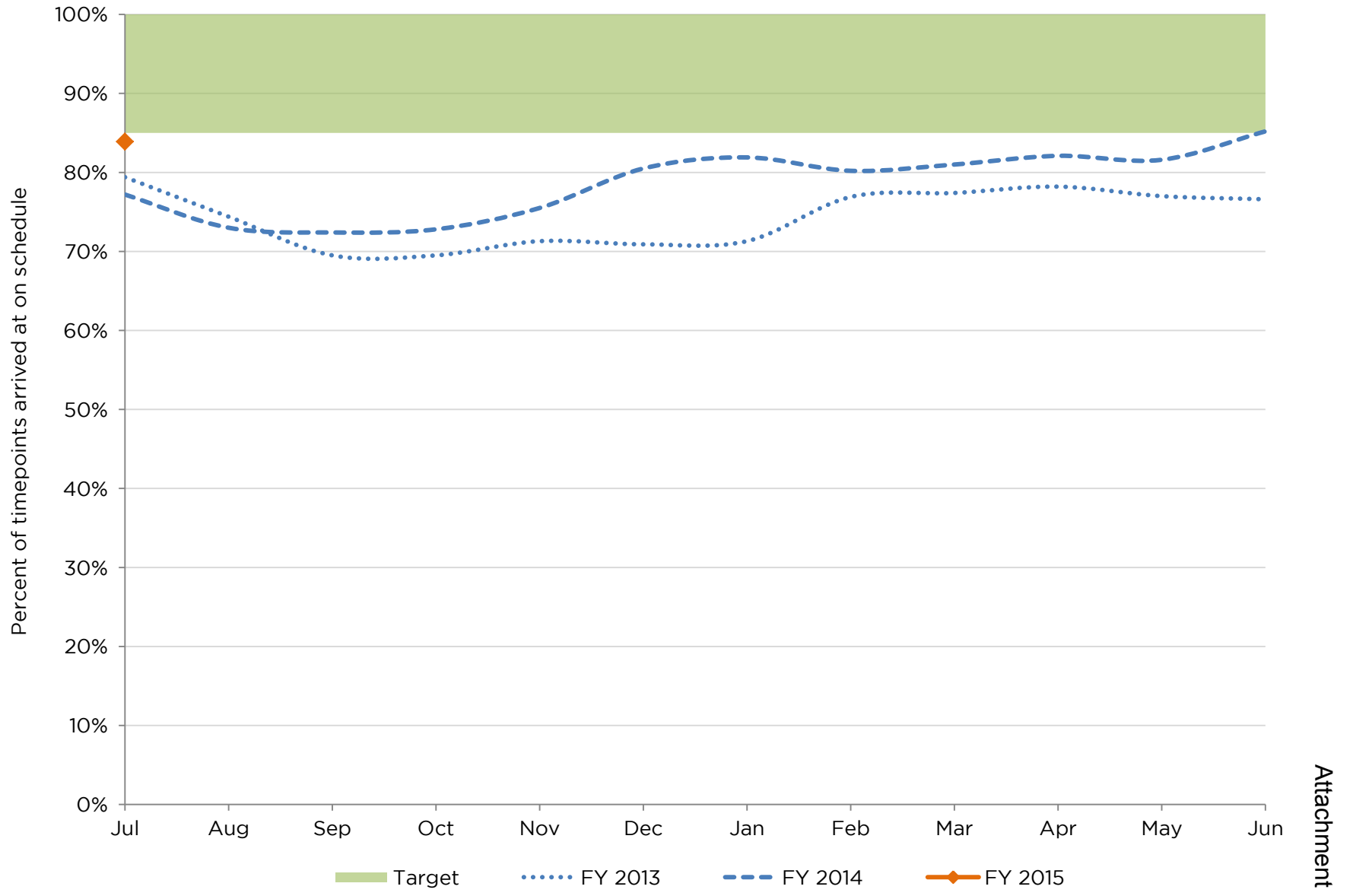


Attachment C: Preventable Accidents per 100,000 Miles  
Fiscal Years 2013, 2014, 2015  
Foothill Transit

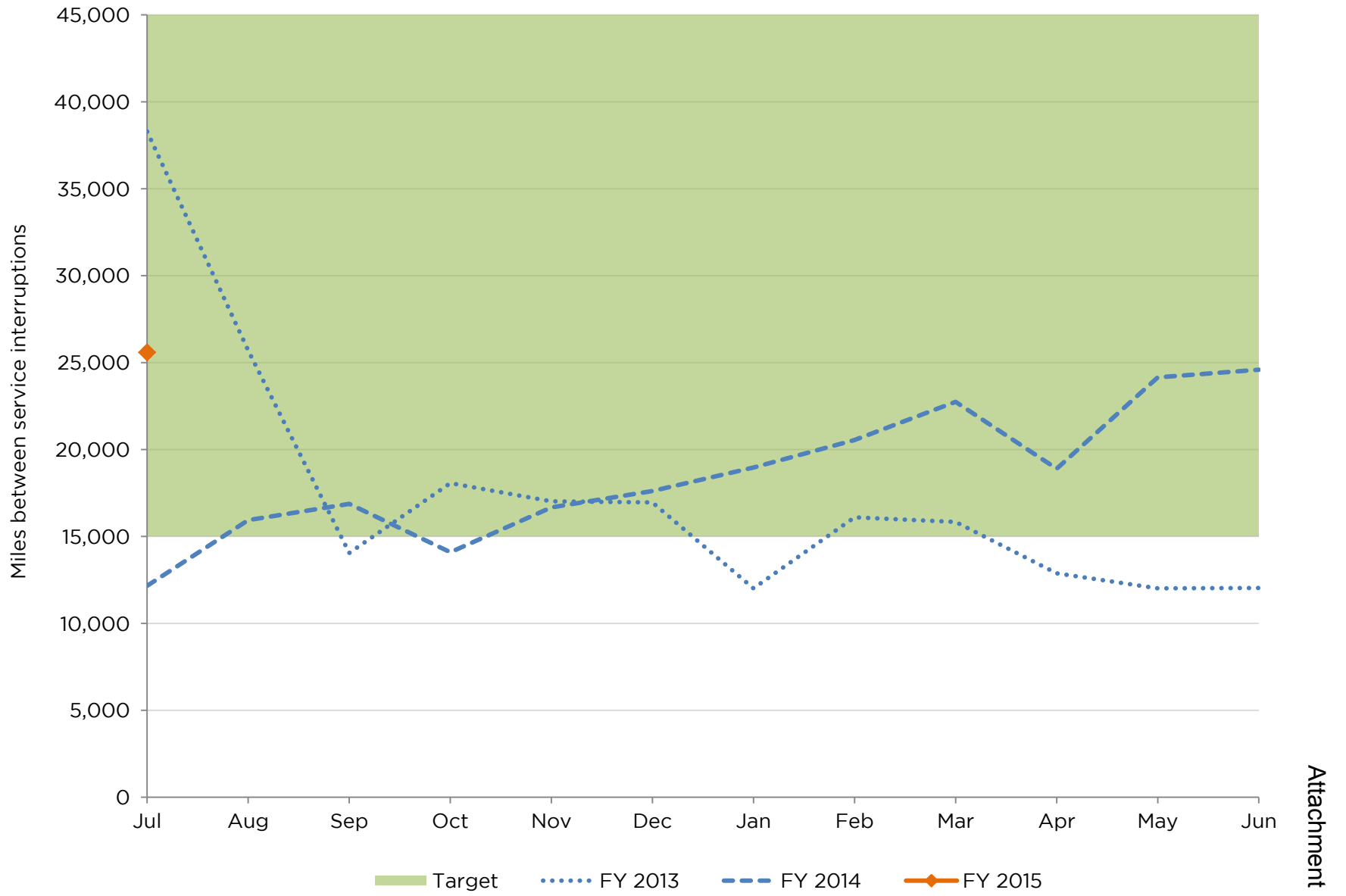




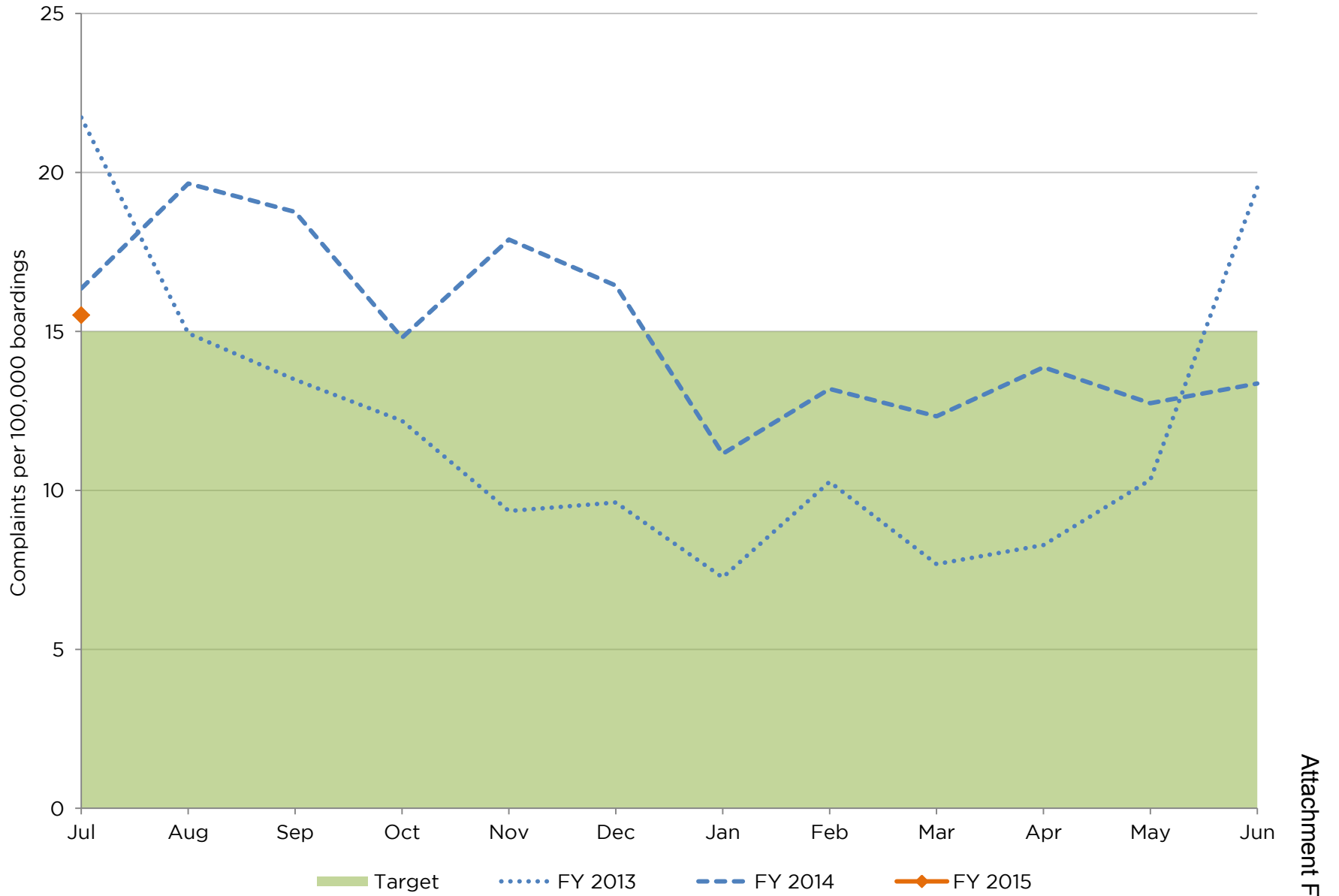
Attachment D: Schedule Adherence  
Fiscal Years 2013, 2014, 2015  
Foothill Transit



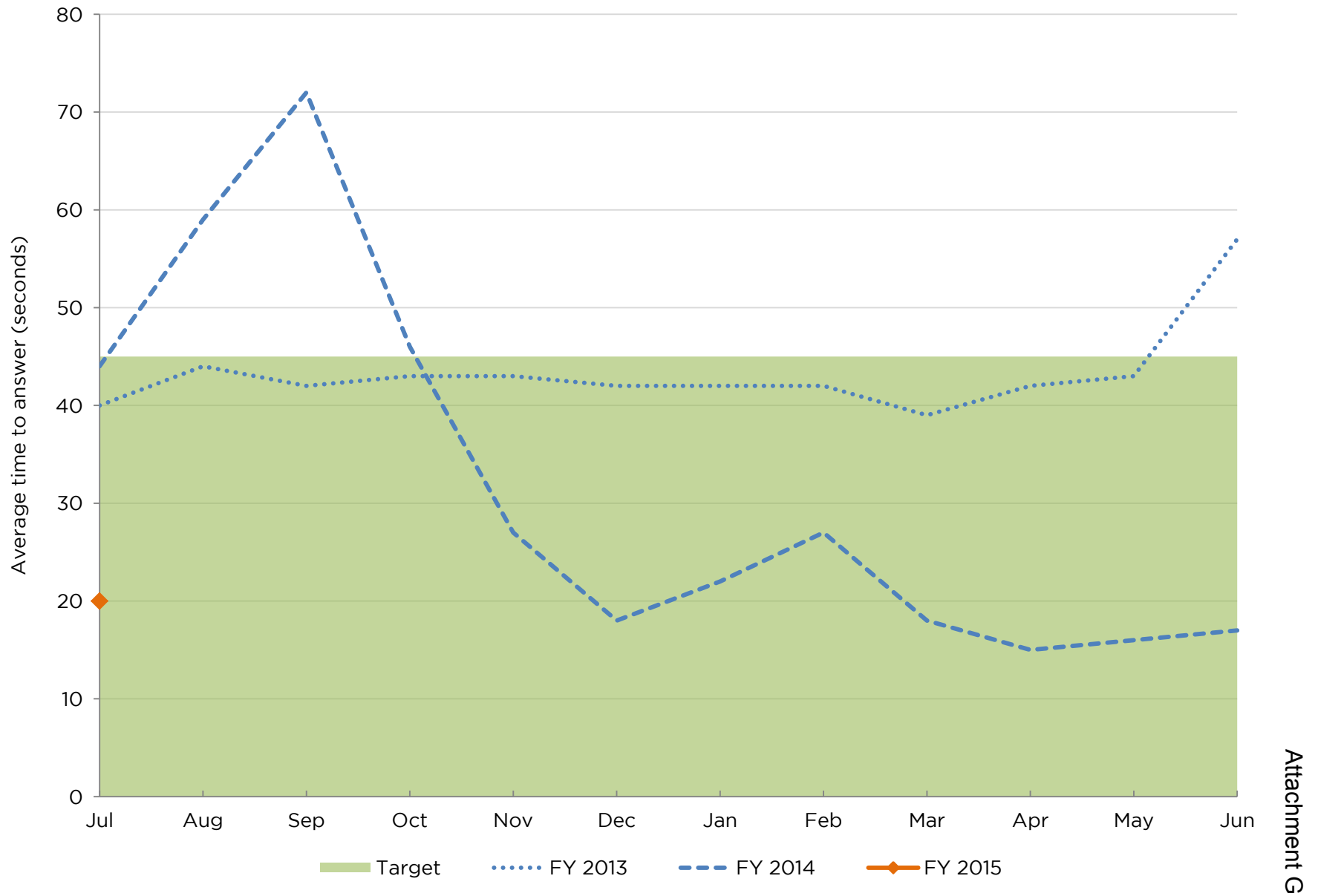
Attachment E: Average Miles Between Service Interruptions  
Fiscal Years 2013, 2014, 2015  
Foothill Transit



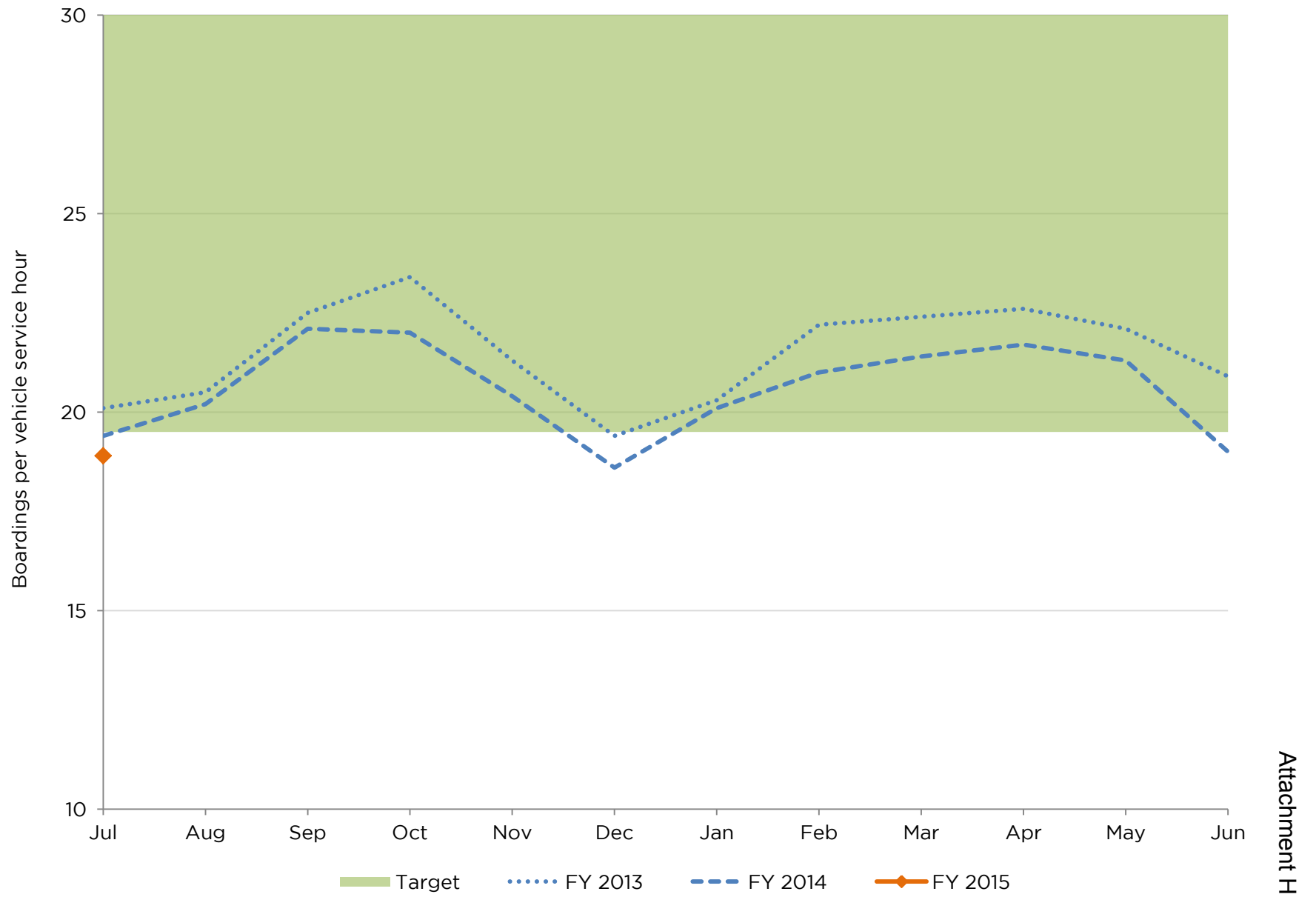
Attachment F: Complaints per 100,000 Boardings  
Fiscal Years 2013, 2014, 2015  
Foothill Transit



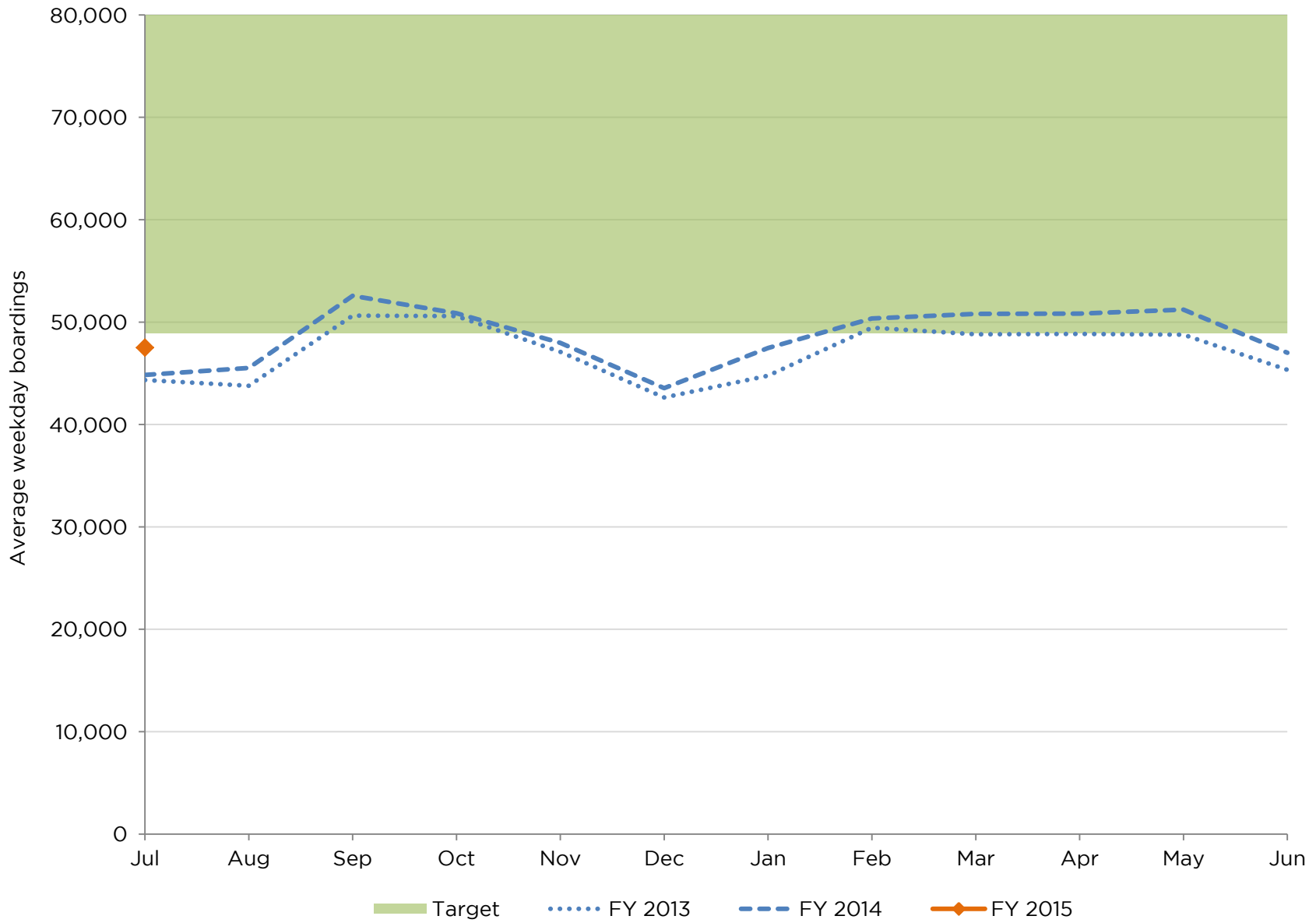
Attachment G: Average Time to Answer  
Fiscal Years 2013, 2014, 2015  
Foothill Transit



Attachment H: Boardings per Vehicle Service Hour  
Fiscal Years 2013, 2014, 2015  
Foothill Transit

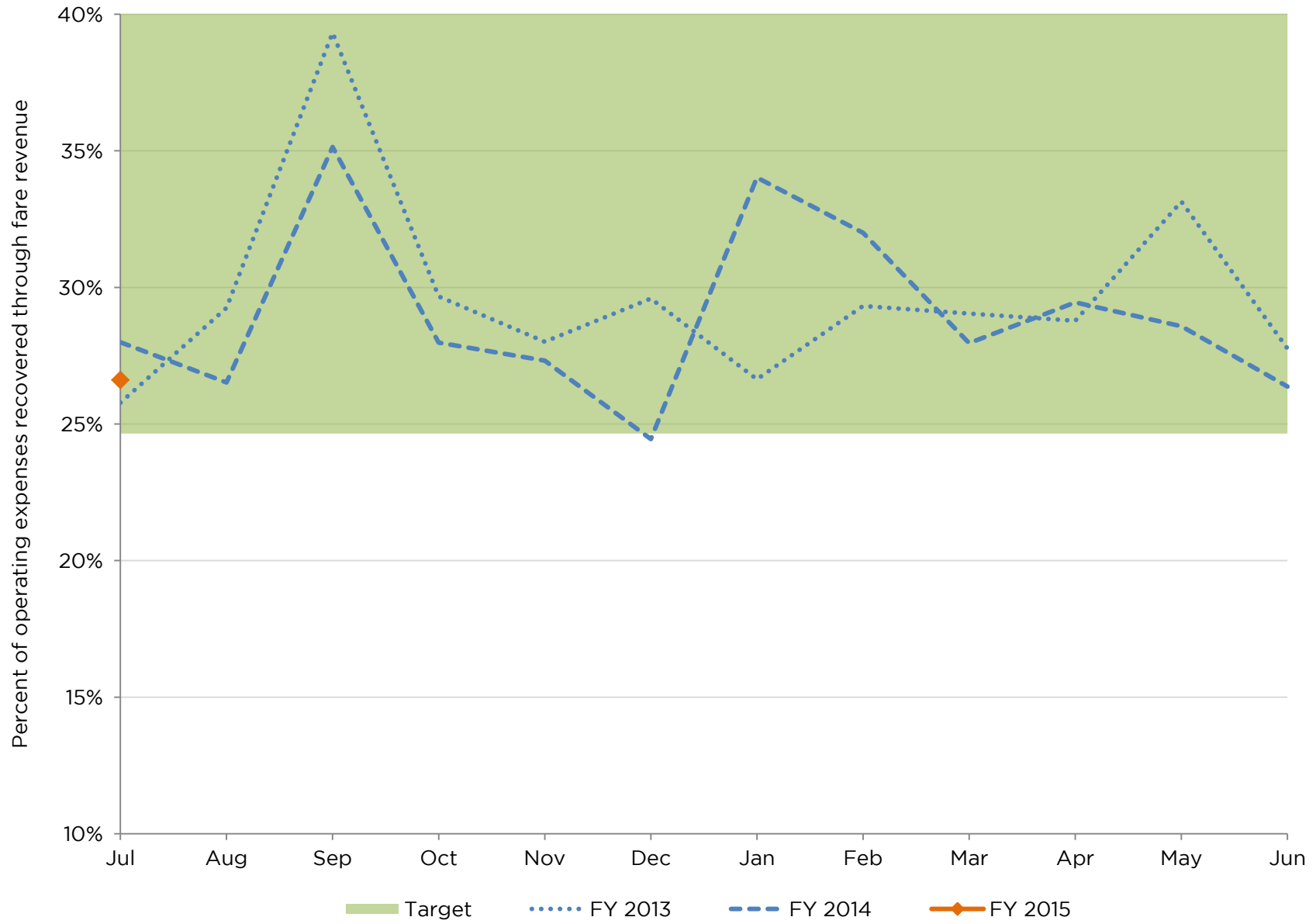


Attachment I: Average Weekday Boardings  
Fiscal Years 2013, 2014, 2015  
Foothill Transit

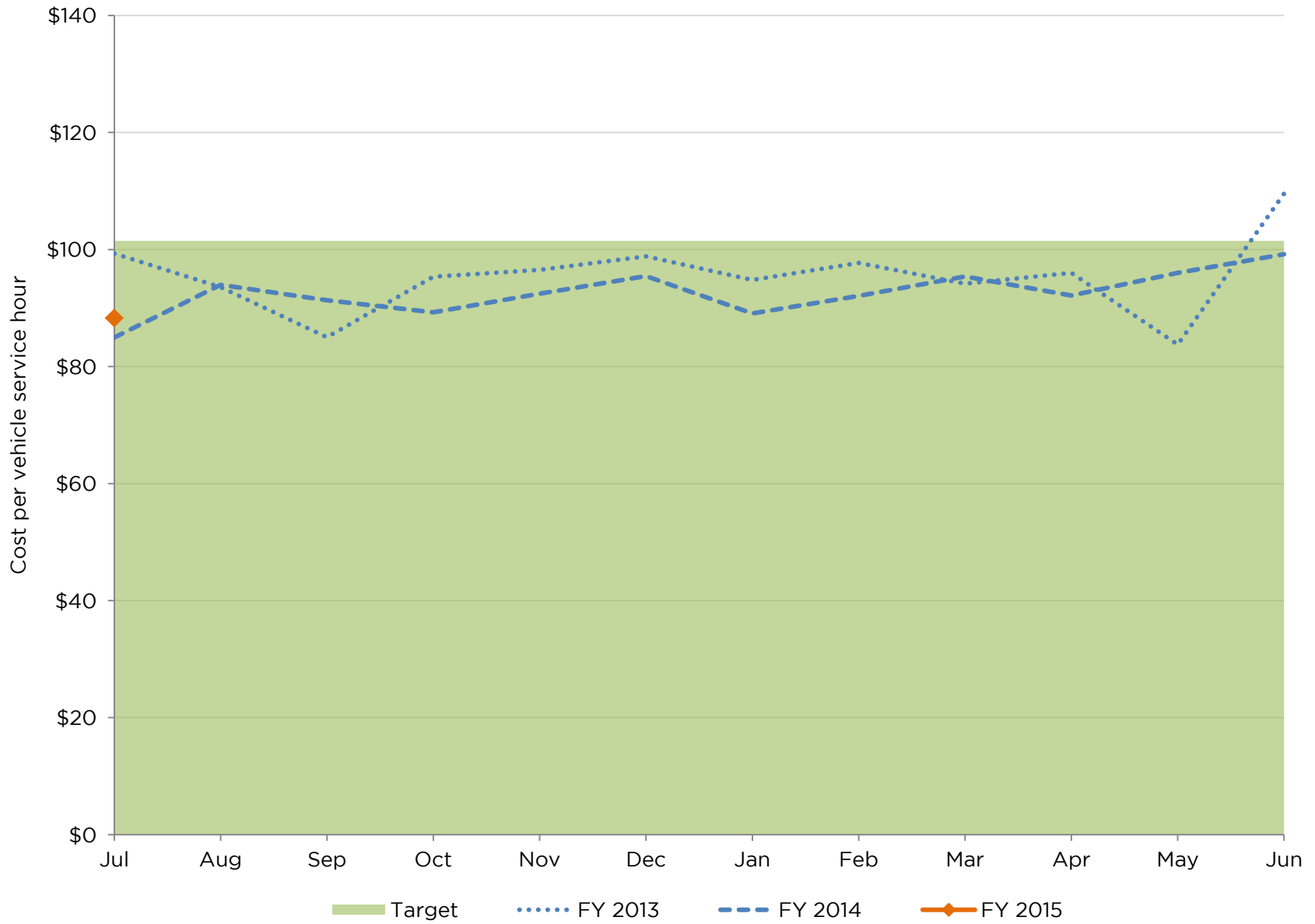




Attachment J: Farebox Recovery Ratio  
Fiscal Years 2013, 2014, 2015  
Foothill Transit



Attachment K: Average Cost per Vehicle Hour  
Fiscal Years 2013, 2014, 2015  
Foothill Transit



Attachment L:  
Foothill Transit Operations Report  
July 2014

Goal	Performance indicator	July 2014	Same month last year	% improvement over same month last year	FY 2015 YTD	FY 2014 YTD	% YTD improvement
Operations	Average fare per boarding	<b>\$1.25</b>	<b>\$1.23</b>	2%	<b>\$1.25</b>	<b>\$1.23</b>	2%
	Average cost per boarding	<b>\$4.68</b>	\$4.38	(7%)	\$4.68	\$4.38	(7%)
	Average subsidy per boarding	<b>\$3.44</b>	\$3.15	(9%)	\$3.44	\$3.15	(9%)
	Total vehicle miles	<b>1,304,945</b>	1,179,569	11%	1,304,945	1,179,569	11%
	Vehicle service miles	<b>950,231</b>	892,179	7%	950,231	892,179	7%
	Total vehicle hours	<b>87,606</b>	78,126	12%	87,606	78,126	12%
	In-service speed (mph)	<b>14.8</b>	15.0	(2%)	14.8	15.0	(2%)
	Boardings per vehicle service mile	<b>1.28</b>	1.29	(1%)	1.28	1.29	(1%)